

2. A method of controlling the communication of signals at a receiver station, said receiver station comprising (i) a valve for receiving and controlling the communication of signals and (ii) at least one processor that processes said signals, said method comprising the steps of:

receiving one of a broadcast transmission and a cablecast transmission that includes an information transmission that includes embedded signals;

demodulating said one of said broadcast transmission and said cablecast transmission to detect said information transmission therein;

detecting said embedded signals in said information transmission;

communicating said embedded signals to said valve;

detecting, at said valve, valve control signals that are embedded in said embedded signals;

controlling said valve, in response to said valve control signals, so that said valve performs at least one of the functions of ceasing to communicate and commencing to communicate said embedded signals to said at least one processor.

4. (Twice Amended) A method of communicating at least one valve control signal to a plurality of receiver stations, each receiver station of said plurality of receiver stations having (i) a valve for receiving and controlling the communication of information signals and (ii) at least one processor that processes said information signals, said at least one valve control signal controlling said valve so that said valve performs at least one of the functions of ceasing to communicate said information signals and commencing to communicate said information signals to said at least one processor, said method comprising the steps of:

(1) receiving an information transmission that contains said at least one valve control signal;

(2) receiving a second control signal which operates at a transmitter station to communicate said at least one valve control signal to a transmitter; and

(3) transmitting said information transmission and said at least one valve control signal in one of a broadcast transmission and a cablecast transmission to cause said valve to perform at least one of the functions of ceasing to communicate and commencing to communicate said information signals to said at least one processor.

5. (Twice Amended) A method of communicating at least one valve control signal to a plurality of receiver stations, each receiver station having (i) a valve for receiving and controlling the communication of information signals and (ii) at least one processor that processes said information signals, said at least one valve control signal controlling said valve so that said valve performs at least one of the functions of ceasing to communicate said signals and commencing to communicate said information signals to said at least one processor, said method comprising the steps of:

- (1) receiving at least one information transmission to be transmitted;
- (2) delivering said at least one information transmission to a transmitter;
- (3) receiving said at least one valve control signal;
- (4) storing said at least one valve control signal;
- (5) communicating said at least one valve control signal to said transmitter at a specific time; and

(6) transmitting said at least one information transmission and said at least one valve control signal in one of a broadcast transmission and a cablecast transmission to cause said valve to perform at least one of the functions of ceasing to communicate and commencing to communicate said information signals to said at least one processor.